3Q/DEPT

Should Your SEO Be In-House or Outsourced?
Situational Pros & Cons

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Companies of all sizes who are looking to amplify their SEO strategy or place a new focus on the channel often find themselves asking: can we do this ourselves, or do we need to hire an agency?

The criteria for deciding which path to take often comes down to a vague notion of cost comparison and the amount of effort it takes to set the strategy in motion. At 3Q/DEPT, we often hear people saying things like, "We're trying to decide if we should hire someone in-house, outsource it to an agency or just buy some technology that would enable our existing team to handle it."

Often times this skips the holistic view of what an SEO strategy—and the team needed to support it—looks like in most business contexts. Too frequently, companies completely miss the boat on setting up the right SEO resources simply because they start with misguided information on what skill sets and individuals are needed to be successful.

To get it right the first-time, businesses need to examine their goals for an SEO strategy and thoroughly understand the components of a dedicated SEO team. This provides the right context for determining how marketing dollars can be spent most effectively in the SEO channel.

This white paper will outline:

- The key skill sets needed on an SEO team
- Describe scenarios for in-house SEO, outsourced SEO, and some hybrid solutions to help businesses